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DIGITAL MEDIA TOOLS AND YOUTH EMPOWERMENT IN ANAMBRA STATE

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Abstract

This study empirically investigated Digital Media tools and Youth Empowerment in Anambra State. The study was carried out in Onitsha the capital of Anambra State. The reason for choosing Onitsha is because Onitsha is the largest commercial city in South East with highest population of young entrepreneurs. Specifically the study aims to; ascertain the effect of Youtube on youth skills acquisition and development, examine the effect of facebook on youth accessibility of credit facilities for startup business. The population for the study comprised current metro area population of Onitsha in 2024 which is 1,695,000 residents. However a sample of 400 youths was sampled for the study using Taro Yamane Sampling Techniques. A structured questionnaire designed by the researchers served as the instrument for data collection, data gotten from the respondents were analyzed using simple percentage while chi-square was used for testing of the hypotheses at 0.05 level of significance. The findings of the study revealed that youtube have positive significant effect on youth empowerment in South East Nigeria, facebook has also positive significant effect on youth empowerment in South East Nigeria. Based on the findings, the following recommendations were made; youths should be encouraged to utilize digital tools for self development so as to relevant in today's world driven by technology, educational centers and skills acquisition training centeres should embrace the use of social media tools in their training curriculum.

Keywords: Facebook, Social Media, Technology, Youth Empowerment and Youtube.

INTRODUCTION

There were 1.2 billion youth aged 15-24 years globally in 2015, accounting for one out of every six people worldwide (ILO, 2017). By 2030, the target date for the sustainable development goals, the number of youth is projected to have grown by 7 per cent, to nearly 1.3 billion. Youth can be a positive force for development when provided with the knowledge and opportunities they need to thrive. In particular, young people should acquire the education and skills needed to contribute in a productive economy, and they need access to a job market that can absorb them into its labour force.

In Nigeria, according to 2023 population census, youth constitute the largest percentage of the population. Nigeria has a youthful population of about sixty percent of her population, more than seventy percent of the youth are said to be unemployed (Babalaoet, 2015). The danger of unemployment and idleness are very prominent as majority of youth are roaming about the streets in search of jobs in order to survival and where there is not job, some of the youth out

of frustration take to social vices like engaging in criminality and drug abuse. The position of the youth in any society cannot be underestimated, despite the potential of the youth in propelling and fostering national and economic development, the youth remains the most despised, neglected and underutilized in the country (Ibrahim, 2002).

According to Hackman and Johnson (2016) some of the youth that are involved in political violence voluntarily submit themselves to this situation as a means of registering their discontent and dissatisfaction with the system. In Nigeria today, the rate of insecurity, political thuggery, killings and assassination, kidnapping is increasing daily, and most of these social vices are perpetrated by the youth out of frustration. Therefore, there is need to utilize all possible means in ensuring youth empowerment and hence rescue the youth from the hands of the devil as they say an idle man is the devil's workshop (Vhatkar, 2016, Ezeodili and Anikeze, 2017, Anikeze and Udentia, 2024).

Empowerment could therefore be seen as a means through which one is assisted or encouraged to be self employed, or sufficient (Babalola, 2015). Empowerment refers to increasing in the economic, political, social, educational, gender, or spiritual strength of individuals and communities, in the same vein, Anikeze et al, (2024) views empowerment as a one means of reducing poverty and ensuring economic growth. Empowering the youth is essence in any nation wants to achievement a monumental success in national and economic development. In any nation where the youth is not accorded their rightful position in economic, social and political empowerment, the result is often worrisome as the major population that constitute the workforce needed for development is the youth. Democratic instability are byproducts of the youth unemployment, underemployment, and indiscriminate marginalization by the senior citizen (Babalola, 2015). In view of the above, it is expected that youth empowerment through various means will reduce the menace of unemployment and help reduce to barest minimum the problem of insecurity, violence and other social vices that has become the order of the day in Nigeria. Present and past government had channeled huge resource to youth empowerment programs in Nigeria, notable among these youth empowerment programs include; N-power, Youth Enterprise with Innovation in Nigeria (Youwin); Tony Elumelu Foundation Entrepreneurship Program; Youth Empowering People (YEP); Graduate Internship Scheme (GIS); African Youth Empowerment Nigeria (AYEN); TraderMoni; Youth Initiative for Sustainable Agriculture in Nigeria (YISA); Presidential Youth Entrepreneurship Support (P-YES); Youth Empowerment and Development Initiative (YEDI) (Babalola, 2015).

However, despite their importance, these programs often face various challenges which have greatly undermined the expected success of these youth empowerment programs in Nigeria. Limited access to resources is a significant obstacle to youth empowerment programs in Nigeria. Many young people, especially those in rural areas, lack access to essential resources such as training facilities, mentorship programs, and financial assistance. This limited access to resources hampers their ability to acquire the necessary skills and knowledge required for personal and professional growth. Secondly, cultural and societal norms can also hinder the effectiveness of youth empowerment programs. In some cases, traditional gender roles and societal expectations may discourage young people, especially girls, from participating in these programs. Additionally, cultural barriers may prevent organizations from effectively reaching and engaging with the target audience (James, 2019). Thirdly, inadequate government support is another factor that contributes to the challenges faced by youth empowerment programs in Nigeria. Insufficient funding and lack of policy implementation can hinder the growth and sustainability of these initiatives. Without proper government support, organizations struggle to scale their operations and make a meaningful impact on the lives of young people. Lastly, a lack of awareness and understanding about the importance of youth empowerment programs is

another significant challenge. Many young people and their families may not be aware of the benefits these programs offer or may not prioritize their participation. Raising awareness and promoting the importance of youth empowerment initiatives is crucial in overcoming this hurdle (James, 2019).

With the advent of rapid economic and technology development across the globe, digitalization has become an integral part of our lives, transforming the way we communicate, work and even resolve conflicts. As we navigate through the complexities of modern society, digital tools have proven efficient in solving most of our predicament thus making the universe a better place to live (Maujid and Yusif, 2024). Digital tools have ensured the use of innovative techniques such as interactive learning apps and online discussion platforms. These tools provide accessible alternatives to the conventional youth empowerment programs, ensuring that individuals from all walks of life can seek assistance without barriers like geographical constraints or financial limitations (Nwabueze; E.F., 2023; Nkem et al., 2020; Laurillard, 2014).

As noted by Maujid and Yusif, (2024) digital media tools provide cost effective platforms for youth skills acquisition, with the internet at our finger tips, aspiring youth can easily gather valuable insights and knowledge from various sources. Online platform offer a wealth of information on business strategies, market trends and industry innovations, allowing individual to enhance their understanding and decision making capabilities (Maujid and Yusif, (2024). Digital media tools provide a cost effective way to reach a wider source of skills acquisition platform in order to empower oneself socially and economically, as it ensure effective communication and team work among team members regardless of their physical locations, thereby breaking distance and financial constraint on the conventional youth empowerment schemes. It is based on the foregoing background that the researchers wish to conduct an empirical study on digital media tools and youth empowerment in Anambra State. Specifically the study aims to; ascertain the effect of Youtube on youth skills acquisition and development, examine the effect of facebook on youth accessibility of credit facilities for startup business.

REVIEW OF RELATED LITERATURE

Digital Media

Digital media refers to any form of media that uses electronic devices for distribution and display, such as computers, smartphones, and tablets. It encompasses a wide range of content, including text, audio, video, and interactive multimedia. Digital media has revolutionized the way people consume and interact with media, offering new opportunities for communication, entertainment, and information sharing (Anikeze, et al., 2023).

The rise of digital media has been driven by advancements in technology, particularly the widespread availability of high-speed internet and the proliferation of mobile devices. This has led to the growth of various digital media platforms, including social media, online streaming services, and digital publishing platforms. Digital media has had a significant impact on traditional media industries, such as television, radio, and print media. It has also given rise to new industries, such as digital advertising and digital content creation. The growth of digital media has also led to changes in the way people communicate (Anikeze, et al., 2023) with more people turning to digital sources for news, entertainment, and information.

One of the key advantages of digital media is its ability to reach a global audience. With the internet, content can be shared by people all over the world, breaking down geographical barriers and allowing for greater diversity and inclusivity in content sharing (Whatley &

Ahmad, 2007). Digital media has transformed the way we consume and interact with media, offering new opportunities for communication, entertainment, and information sharing.

Social media

There is no recognizable definition for social media (Moghavvemi et al., 2018). For them, social media is a set of technologies based on the web which aid people to be both consumers and creators of content. According to Nkem and Ifeoma (2020) Social media is defined as electronic communication forms by which users form online groups in order to share ideas, messages, information among others. It may also refer to a variety of mobile and internet-based services that allow one to participate in conversations, contribute by joining online societies or creating content (Nair and Bargstadt, 2017).

The knowledge of the social media attribute is critical in understanding how particularly it can be used for social change. Vein (2013) postulates that “With attributes that can affect the way people interact online, social media opens up new ways for collaboration and discussion. One of these is persistence, meaning that a great deal of content posted on social media sites may remain there permanently by default. Other characteristics are replicability (content can be copied and shared) and searchability (content can be found easily using online search tools). The characteristic of accessibility is also important: social media can be used anywhere, at any time, where an internet connection is available.

The rapid growth of Social media has been due to several factors such as technological factors like readily available broadband, the development of more powerful computers and mobile devices and the improvement of software tools), social factors such as the quick uptake of Social media by youths and economic factors like people affording to purchase computers and the fact that interest (commercial) in Social media has increased (Nwabueze, 2023). We need to understand how the use of Social media may affect the youth as the prominent users.

According to Maujid and Yusif (2024), people use Facebook due to the need to fit in as well as self-presentation. Furthermore, Maujid and Yusif (2024) found that Facebook profiles help to fulfill individual person’s want for self-worth and self-integrity. Moreover, according to a Pew Research staying in touch with family as well as friends is the most popular reason for Social media use. Other reasons include looking for romantic partners, reading comments of politicians and celebrities and making new friends (Sushma et al., 2019). Not one of these reasons is geared towards income generation. However, they can be turned into useful forums to network for job opportunities, advertise a product or make groups of business like-minded persons.

Youth empowerment

Youth empowerment is a process where children and young people are encouraged to take charge of their lives. They do this by addressing their situation and then take action in order to improve their access to resources and transform their consciousness through their beliefs, values, and attitudes (Younger, 2013). Youth empowerment aims to improve quality of life. Youth empowerment is achieved through participation in youth empowerment programs. However scholars argue that children's rights implementation should go beyond learning about formal rights and procedures to give birth to a concrete experience of rights (Nasir and Bargstadt, 2017). There are numerous models that youth empowerment programs use that help youth achieve empowerment. A variety of youth empowerment initiatives are underway around the world. These programs can be through non-profit organizations, government organizations, schools or private organizations.

Youth empowerment is different from youth development because development is centered on developing individuals, while empowerment is focused on creating greater community change relies on the development of individual capacity (Hackman and Johnson, 2016). Empowerment movements, including youth empowerment, originate, gain momentum, become viable, and become institutionalized (Nkem and Ifeoma, 2020). Youth empowerment is often addressed as a gateway to intergenerational equity, civic engagement and democracy building. Activities may focus on youth-led media, youth rights, youth councils, youth activism, youth involvement in community decision-making, (Moghavvemi et al., 2018) and other methods.

Social Media and Youth Empowerment

Social media is influencing employment both as an industry that creates jobs and as a tool that empowers workers (users) to access new forms of work, in new and more flexible ways (Vein 2013). According to Vein (2013) the emerging ICT- enabled employment opportunities because countries around the world are looking to create more good jobs, which have positive economic and social implications for workers and for society. As regards “connecting to work,” The new policy noted that Information and Communication Technologies could help expand employment opportunities and thus identified three global drivers responsible for the increase in ICT-related jobs worldwide:

1. Greater connectivity – more than 120 countries now have over 80 percent market penetration of mobile telephones
2. Digitization of more aspects of work – today, telecommuting and outsourcing have become standard business practices globally
3. More globalized skills – India and the Philippines have become major outsourcing hubs thanks to their English language skills, and other countries are targeting the sector for future growth (Vein 2013).

Social media enabled by various ICTs is providing new avenues for job creation that could help tackle global unemployment (Raja 2013). For instance, the development of the mobile phone applications industry has created new opportunities for small- and medium-sized enterprises (SMEs). A firm that provides a digital application to the Apple app store, for example, gains access to over 500 million app store account holders. Social media connect people to jobs. Online employment marketplaces are helping an estimated 12 million people worldwide find work by connecting them with employers globally. Babajob in India, Duma and M-Kazi in Kenya, and Souktel in the Middle East and North Africa are examples of job search services using internet-based and mobile tools. Such services empower workers by making labor markets more transparent and inclusive; for instance, Souktel targets low-income and marginalized communities.

Skills Acquisition on YouTube

According to Khalid and Muhammade (2012), skills acquisition is the ability to gain knowledge or be prepared on a particular task or work and become expert in it. In their article, Khalid and Muhammade (2012) highlighted some of the problems facing skills acquisition programs, its development and employment in Nigeria to include too much emphasis on academic excellence, lack of skilled trainers, shortage of important facilities and equipment, inconsistent follow up by the government and poor funding. YouTube has many videos on diverse skills acquisition. A noteworthy number of learners depend on YouTube for finding the solution to their problems and questions in learning simplified approaches for carrying out certain tasks (Moghavvemi, Sulaiman, Jaafar, & Kasem, 2018). The creation of video tutorials

is based on planning, creating, publishing, promoting, assessment, writing a clear script, limiting tutorial to 1-2 minute (Davis, 2017).

Verbal instructions are the source of directions for the learners to do something practically and video instructions eliminate the possibilities of inadequacies in work with a simple to understand how-to design that is a better instructional method (Nasir & Bargstädt, 2017). Generally, research into the effectiveness of video in enhancing learning has revealed wide ranging benefits in terms of cost as well as meeting the learning requirements of the digital natives – meaning those who grow up with digital technology (Prensky, 2010). Prensky contended that digital natives are used to receiving information at speed therefore the flexibility of video using portable devices may offer more efficient learning.

Anikeze et al, (2023) observed that the internet and digital communication have enabled instance access to information. Indeed there has been an increased emphasis on the use of digital technology to promote skills development through use of video across social media platforms and smart phone Apps (Moghavvemi, Sulaiman, Jaafar, & Kasem, 2018). YouTube is the major source of video content, as of May 2019 over five hundred hours of video gets uploaded on to YouTube every minute worldwide (Clement, 2019) amounting to 30,000 hours of uploaded YouTube videos per hour. The study (Agichtein, Castillo, Donato, Gionis, & Mishne, 2008) on the quality of user-generated content on SNS becomes more and more important as additional information in the form of links and quality ratings by the members of virtual communities. So, YouTube videos in particular have been used even by educators in the academia especially when they are teaching modeling and providing context for their teaching (Younger et al., 2013) as the videos can be used to build student learning communities for better engagement on part of students to enable systematic learning through problem-solving to enable them with analytical skills. Still within the academia, the study by Khalid and Muhammad (2012) concluded that YouTube videos are more effective than book-based teaching pedagogy. A study conducted on the use of YouTube videos to increase students' learning by Comiskey (2011) indicated the comparison of the use of YouTube video on computer science students and non-computer science students' performance.

Results from the study showed that students understanding and their remembrance of complex concepts were much better when they are exposed to a visual explanation through video. According to Duffy (2018), engaging students in YouTube for teaching and learning creates a new learning ecosystem in the development of learning to perform tasks and enhances the learning experience among the Google eyed generation students. The study also highlighted some potential strategies to be incorporated by the teachers in the use of Web 2.0 technologies for the effective student learning process. The application of technology to teaching and learning through the use of YouTube videos has gone beyond the academia. Vocational skills such as hair styling, event planning, fashion designing, makeup artistry, cooking skill and so on can today be acquired on YouTube from the home. Research is available on the benefits of video to enhance skills development in general; for example, building design skills in architecture within the classroom environment (Comiskey, 2011). The study demonstrated that those who lacked practical experience were better equipped to grasp an understanding of relevant skills through watching video than through verbal explanation or text book reading.

The positive results from the study emphasized the value students placed on repetition of the visual aspect of video as well as the flexibility and selectivity of viewing the information where and when required. Laurillard (2014) however contended that learning technologies are hopelessly underexplored and that educationalists should explore the potential of learning

technologies offering participatory and active learning experiences to deliver real improvements in learning. Prensky (2010) reinforced this contention, stating that digital natives are used to receiving information at speed therefore the flexibility of video technology using portable devices may offer a more efficient method of learning (Dede, 2018). Indeed, there has been an increased emphasis on the use of digital technology to promote skills development through use of video technology across social media platforms and smart phone Apps (Comiskey, 2010; Whatley & Ahmed, 2007). Videoed demonstrations have tended to visually illustrate the full process, step by step, and often with some spoken information of a particular task. Current thinking however suggests that it is necessary not to simply replicate steps and stages of a process but to additionally consider the needs and learning requirements of the audience in order to fully engage and motivate them to further develop their skills (Dede, 2018). Therefore, it is necessary to consider what changes to the learning environment need to be introduced to best meet the needs of the intended target audience and motivate them to change/improve upon their current behavior (Watson, 2016).

Facebook and youth empowerment

The five most popular Social media are Facebook, LinkedIn, Pinterest, Twitter, and Instagram. Facebook is top with 71 percent of adults online (Younger, 2013). Facebook's users are both copious and very active and absorbed, 63% visiting the site at the least once a day and 40 percent doing so many times all the daylong (Nkem and Ifeoma, 2020). This could be due to the increase in mobile usage of SNS. Many Social Media users depend on their mobile to visit their preferred sites. Three hundred million users of Facebook use mobiles only (Nkem and Ifeoma, 2020). The penetration of the internet and the mobile in Kenya ranks among the top in Africa at 58 and 83 percent respectively of the total population (Vein, 2013). Since the mobile phone (internet enabled mobile phone) is affordable to many young people, it makes it even easier for them to do their online business at the comfort of their houses or wherever they are. Veil, Buehner and Vein, (2023) posit that social media is at the centre of human communication because of its participatory nature, conversation, connectedness, openness and community. It means therefore that social media provides a public sphere, where people can form groups where they can voice their opinions or share developmental ideas that can bring social change.

At the present, technology has become integral in people's lives with the aid of mobile networks and the internet through which people can communicate world over in real time (Jantti, 2015). The internet can be used to search information online as well as create new information. Social media sites like Facebook, Twitter and blogs offer people a chance to schmooze and together create information. In 2012, approximately a quarter of the internet users in the world were using Facebook (Vhatkar, 2016). Facebook use in Africa has augmented despite lower rate of penetration compared to other continents like North America or Europe, what Essongou (2010) calls 'social media boom' especially with the increased mobile internet use.

The use of Social media, despite low percentages, is gradually becoming important in third world countries (Watson, 2016) and as Maujid and Yusif (2024) argues, this usage is high among the youth. This is for the bare fact that the youth are the most vibrant and explorative group as if weighed against all other age groups.

Youth empowerment programs in Nigeria

With Nigeria's dwindling economy, a majority of the population, particularly the youths, face financial hardship. Fortunately, some empowerment schemes have been helpful. Here is a list of some youth empowerment programs in Nigeria in 2021. This article provides an extensive

list of some youth empowerment programs in Nigeria in 2021 (Maujid and Yusif, 2024). Nigeria has a population of over 200 million in 2021. About 34 million of this population are youths between the ages of 18 to 29. According to Statista, as of 2019, Nigeria's GDP was about \$448.12bn. It is projected to reach \$769.28bn. Despite this, the world bank reports that 7.4% of Nigeria's population are living in poverty (Maujid and Yusif, 2024).

The lack of job opportunities in the nation has caused an enormous increase in the crime rate. While unemployment is not a justification for crime, we can't ignore that it has caused many youths to resort to illegal ways of making money. To help curb the menace of unemployment, the government and individuals have come up with different schemes, skill acquisition programs and youth empowerment programs to assist the youths to stand and cater for their needs. The youth empowerment programs in Nigeria are set up as support systems for youths of the nation who need financial aids.

List of youth empowerment programmes in Nigeria

Top popular youth empowerment programmes in Nigeria include:

1. N-Power
2. Youth Enterprise with Innovation in Nigeria (Youwin)
3. Tony Elumelu Foundation Entrepreneurship Program
4. Youth Empowering People (YEP)
5. Graduate Internship Scheme (GIS)
6. African Youth Empowerment Nigeria (AYEN)
7. TraderMoni
8. Youth Initiative For Sustainable Agriculture in Nigeria (YISA)
9. Presidential Youth Entrepreneurship Support (P-YES)
10. Youth Empowerment and Development Initiative (YEDI) (Maujid and Yusif, 2024).

CHALLENGES OF YOUTH EMPOWERMENT PROGRAMS IN NIGERIA

Like any other programs in Nigeria, Youth empowerment scheme has its own peculiar challenges these include the followings:

a. Lack of government commitment: Many graduates in Nigeria are roaming on the streets without anything reasonable job to do for a living. The government is capable but unwilling to provide jobs for them this leaves many highly qualified people in poverty as seemingly no one cares to know what they are capable of achieving in life. Most of the government policy frameworks on youth empowerment and poverty alleviation are not realistic and unproductive. The rates of unemployment have induced poverty in the country which has a tendency to increase the crime rate and violence among youth in the society. Statistics have shown that the country rate of unemployment from 2007 to 2014 is frightening, the record shows a rapid increase from 13.1 percent in 2000, rose to 19.7 percent in 2009 and 23.9 percent in 2011 to 28.5 percent in 2013 up to 30 percent in 2014 respectively (ILO, 2017).

b. Corruption: Corruption is generally acknowledged as having adversely affected previous poverty alleviation efforts in Nigeria, it has eaten so deeply into the government, public funds that were earmarked for developmental projects are being misappropriated on a daily basis by the leaders, who always put their personal interest at heart while ignoring the large interest of masses in the country. They mismanage and embezzle public funds that are meant for poverty related programs. There are several issues involved with bad governance in Nigeria, use of

wrong policies adopted from the western countries and implementation of those wrong policies which has a direct effect on the general wellbeing of the citizens. In any case, it is clear that corruption in Nigeria has increased poverty and inequality as well as contributed to the high rate of crime in the country.

c. Laziness: this is a common disease which is virtually suffered by many Nigerians youth today, especially those from wealthy households. Everyone wants to be comfortable but they are not ready to work towards their self-empowerment and development. This is one of the critical factors that hinder the youth empowerment scheme in Nigeria where the majority of the youth are dependent on their parents or relatives which indirectly discourage self-reliance among the majority of the youth. role in reducing poverty globally. According to the World Bank, education is central to development. It promotes economic growth, national productivity and innovation, and values of democracy and social cohesion. In Nigeria, the high level of illiteracy among the populace is so alarming that need a serious government and nongovernmental attention. The education system in Nigeria can be regarded as a failure compared to other countries in the world. This right to education has been denied to many Nigerians, of which many of them can be considered invisible to the society now. This deprivation of education applies more to females than males because they are considered inferior sex. This has greatly contributed to the challenges of youth empowerment in Nigeria as the majority of the youth do not attain any educational qualification.

e. Frequent Change of Governmental Policies: frequent change of governmental policies have actually created more problems than a solution to youth empowerment programs in Nigeria, particular changes on poverty alleviation policies which in no small measure affect the productivity outcomes of most of the government programs on youth development. Lack of continuity among public authorities has significantly affected the success of youth empowerment in Nigeria.

Theoretical Framework

Power theory (Steven Luke, 1974)

The theoretical framework on which this study is based is the power theory by Steven Lukes (1974) power is evaluated by the ability to insert in people's thoughts interests that are contrary to their own good. In this situation, the structure of political and economic power in society is the basis of the degree of poverty among the citizens. By implication, dominant elites who are the ruling class have mismanaged the public resource and created needless programs and projects without consulting the target beneficiaries of such policies and programs.

Corroborating the above, Hile and Fraser (2019) perceived the cause of poverty as socio-economic phenomena where the available resources of the society they are used to satisfy the interest of the few at the detriment of the majority that constitutes the larger society. In other words, people are poor because some political, economic and social structures have been forced on them to be poor and not that they are indolent or want to be poor. In light of the above, this study adopts power theory to explore the attitude and unwillingness of the ruling class towards the implementation of youth empowerment programs for sustainable human development in Nigeria, hence the need to seek alternative means of youth empowerment, which had necessitated this study uncover the relationship between social media and youth empowerment.

EMPIRICAL REVIEW

Nkem and Ifeoma (2020) conducted a study on Social Media and Youth Empowerment: An Empirical Inquiry. The methodology adopted for the study is mixed method design which involved descriptive survey and factorial design was employed using descriptive analysis and ANOVA statistical tools. The sample population was 143 social media users in Anambra State whose ages ranged from 23-37 years. The participants were sampled from a pool of social media users using purposive and convenient technique. The result revealed that youths' awareness on the empowerment potential of social media is high, while indicating that majority (65.7%) of the youths are attracted by social media by its leisure appeal and they use it for chatting, connecting friends and leisure compared to 34.3% of youths who use it for learning, empowerment and opportunities. Furthermore, significant differences were observed between males and females on social media user appeal. It is recommended that youths be mentored on the empowerment potentials of social media by the successful leaders in the industry.

Sushma et al., (2019) conducted A Study on Impact of Social Media on Youth In the adopted descriptive type of research is used which describes the characteristics of a group or individuals and their perception about the social media and its impact on youth. The research is qualitative in nature. Researcher has collected the primary data with youth through the structured questionnaire. Secondary data has been collected from various articles, journals, magazines. The youths are considered as sampling units for this study. The sample size of this study consists of 50 youth Respondents. results revealed that 20% of the respondents said that they have benefits/ positive impact of learning from social media and another 20% of the respondents got benefits of staying connected with friends through social media, 28% of the respondents get benefits like entertainment and fun, 18% of the respondents got benefits like in quest of job opportunities. Results also depicts that social media cause health problems and affect our cultures. While using social media, users have to remember the cultural values and social norms.

Nwabueze, (2023), carried a research titled perception of the broadcast media promotion of skill acquisition in Edo state. The study employed survey research design questionnaire was employed to elicit data from 215 Native indigences of three local government area of Benin City consisting of Ovia North East, Egor LGA and Ovia LGA through two stages using the simple random sample and Cluster sampling procedure. it was discovered that the broadcast media perceive skill acquisition in a positive approach through their consistent and educational communication of skill acquisition programmes. Hence, this study conclude that the broadcast media perceive skill acquisition positivity and the audience as the selected State acknowledge this fact in prove of their knowledge and Involvement in skill acquisition programmes , with the suggestion that the broadcast media improve more on its programmes presentation and ideas.

Akintayo, et al., (2021) investigated the influence of Youtube Videos on Skills Acquisition among Youth in Ogun State, Nigeria. The study adopted the descriptive survey research method. Results revealed that participants were highly exposed ($n=239$, 100%) to YouTube contents through their mobile phones and other devices, and were highly aware of YouTube skills acquisition videos ($x=3.88$). However, it was discovered that awareness and exposure to YouTube videos had no positive influence on skills acquisition among youths in the study ($R^2=0.040$, $\beta=-0.199$, $t=-2.896$, $p<0.05$). It was recommended that youths should take advantage of the opportunities available on YouTube to acquire needed skills as they download and view videos rather than spending most resources on entertainment.

Maujid, et al., (2024), the study examined the influence of youtube videos on learning English Language. A quantitative questionnaire was distributed among 118 college students using an online Google Form. The results show that majority of participants found YouTube to be both beneficial and pleasant, indicating a positive assessment of its usefulness in learning a language. Additionally, while the students conveyed differing preferences and encounters, YouTube was universally acknowledged as an advantageous extra source to improve language skills. The findings of this study suggest that teachers can use YouTube videos to enhance their teaching strategies and promote improved language proficiency.

LITERATURE GAP

Several literatures available focused on youth empowerment, youth empowerment schemes. Thus, an important goal of this study was to investigate in detail and give clearer picture on the relationship that exist between social media and youth empowerment in Nigeria; as there is no available literature to the best of the researcher knowledge, this text therefore explore the impact of social media on youth empowerment, as a result of the challenges confronting the conventional means of youth empowerment which had not achieved the expected success. The study is therefore determined to fill in the gap in the available literature on youth empowerment programs in Nigeria, by exploring in detail social media and youth empowerment from 2015 – 2022 which Enugu State as a case study

METHODOLOGY

The research design adopted for this study is survey research design. The population for the study comprised current metro area population of Onitsha in 2024 which is 1,695,000 residents. However a sample of 400 youths was sampled for the study using Taro Yamane Sampling Techniques. A structured questionnaire designed by the researchers served as the instrument for data collection, data gotten from the respondents were analyzed using simple percentage while chi-square was used for testing of the hypotheses at 0.05 level of significance.

DATA PRESENTATION AND ANALYSIS

This is the statistical presentation of the respondents’ view to the research questions.

Research Question 1: What is the effect of YouTube on youth skills acquisition and development?

Table 1.1: The effect of urbanization on youth job placement

The effect of YouTube on youth skills acquisition and development	Frequency	Percent
YouTube provide online class for learning new skills	91	22.75
YouTube provide a platform where young entrepreneurs market their skills	76	19.00
YouTube ensure skills acquisition through collaboration among youths from different walk of life	75	18.75
YouTube ensure unlimited access to skills acquisition programs with just the click of the mouse	58	14.50
YouTube encourage innovative approach to skills acquisition and development	100	25.00
Total	400	100.0

Source: Researchers, 2024

The findings of the table revealed that 22.75% of the respondents agreed that YouTube provide online class for learning new skills, 19% agreed that YouTube provide a platform where young entrepreneurs market their skills, 18.75% concurred that YouTube ensure skills acquisition through collaboration among youths from different walks of life, 14.50% were of the view that YouTube ensure unlimited access to skills acquisition programs with just the click of the mouse and finally 20.6% of the respondents were of the YouTube encourage innovative approach to skills acquisition and development. From the findings of the table it could be inferred that YouTube have significant positive effect on youth training and development.

Research Question 2: What are the effects of facebook on youth accessibility of credit facilities for startup business

Table 1.2: The effect of facebook on youth accessibility of credit facilities for startup business

The effect of facebook on youth accessibility of credit facility for startup business	Frequency	Percent
Facebook has made it easier for young people to access information about credit facilities and financial products	89	22.25
Facebook ensured targeted advertisements and sponsored contents, financial institutions and credit providers can reach a large audience of young people who may be interest in accessing credit	80	20.00
Facebook enable young people to connect with financial experts and advisors, who can provide guidance and advice on managing credit and accessing credit facilities	73	18.25
Facebook has helped empower young people to make informed decision about their financial future	98	24.50
facebook may provide a wealth of personal information which can be accessed by lenders, who may use it to assess the creditworthiness of young individuals	60	15.00
Total	400	100.0

Source: Researchers, 2024

The findings of the table revealed that 22.25% of the respondents agreed that facebook has made it easier for young people to access information about credit facilities and financial products, 20% agreed that facebook ensured targeted advertisements and sponsored contents, financial institutions and credit providers can reach a large audience of young people who may be interested in accessing credit, 18.25% concurred that facebook enable young people to connect with financial experts and advisors, who can provide guidance and advice on managing credit and accessing credit facilities, 24.50% were of the view facebook has helped empower young people to make informed decision about their financial future and finally 15% of the respondents assert that facebook may provide a wealth of personal information, which can be accessed by lenders, who may use it to assess the creditworthiness of young individuals. From

the findings of the table it could be inferred that facebook has positive significant effect on youth accessibility of credit facilities for startup businesses.

4.3 Test of Hypotheses

The hypotheses were tested using the chi-square as the statistical tool

Hypothesis I

H0₁: youtube has no positive significant effect on youth skills acquisition and development

Table 1.3: Chi Square table for testing hypothesis I

O	E	(O-e)	(O-e) ²	(O-e) ² E
91	80	11	121	1.51
76	80	-4	16	0.20
75	80	-5	25	0.31
58	80	-22	484	6.05
100	80	20	400	5.00
400				13.38

Table value = 5.991, calculated value = 13.38

Decision: Since the calculated value (13.38) is greater than the table value (5.99), the H₀ (null hypothesis) is rejected. This implies youtube has positive significant effect on youth skills acquisition and development.

Hypothesis II

H0₂: facebook has no significant positive effect on youth accessibility of credit facilities for startup business

Table 1.4: Chi Square table for testing hypothesis II

O	E	(O-e)	(O-e) ²	(O-e) ² E
89	80	9	81	1.01
80	80	0	0	0
73	80	-7	49	0.61
98	80	18	324	4.05
60	80	20	400	5
400				10.67

Table value = 5.991, calculated value = 10.67

Decision: Since the calculated value (10.67) is than the table value (5.99), the H₀ (null hypothesis) is rejected. This implies that facebook has significant positive effect on youth accessibility of credit facilities for startup business

Summary of the findings

The findings of the study could be summarized as follows;

1. Youtube has positive significant effect on youth skills acquisition and development.
2. Facebook has significant positive effect on youth accessibility of credit facilities for startup business

Conclusion

Evidence from researchers had showed that present and past Nigeria government at all levels had invested heavily in youth empowerment schemes with very little achievement. Factors such as corruption, laziness, frequent change of government policies had stood on the way of effective youth empowerment in Nigeria. Technology which is the order of day has come to stay and the Youth spend a lot of time on social media on daily basis surfing the internet and few youths have seized the ample opportunities provided by the social media to empower and enrich themselves in forms of online content creations, online marketing etc. Notwithstanding the opportunities social media offer for self development and empowerment, majority of the youth only use the social media for entertainment and socializing, while the other percentage of the youth use the social media to perpetrate crime and defraud unsuspecting victims of their had earned income.

To this end, there is the need to enlighten the youth on the usefulness of youth media in development that will trigger sporadic youth development and thus help curtail the problem of youth unemployment and the social vice associated with youth unemployment.

Recommendations

Based on the findings of this study the following recommendations were made;

1. The government and other stakeholder should encourage youth development via the social media as this form of youth empowerment program is readily available to the youth with just the click of the mouse.
2. The youth should be enlighten on the ample opportunities offered by the social media for self development and programmatic empowerment, this will make them key in into the habit of developing themselves at their own pace by making judicious use of the social media

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